

Downtown Master Plan

Lincoln, Nebraska

March 3, 2005

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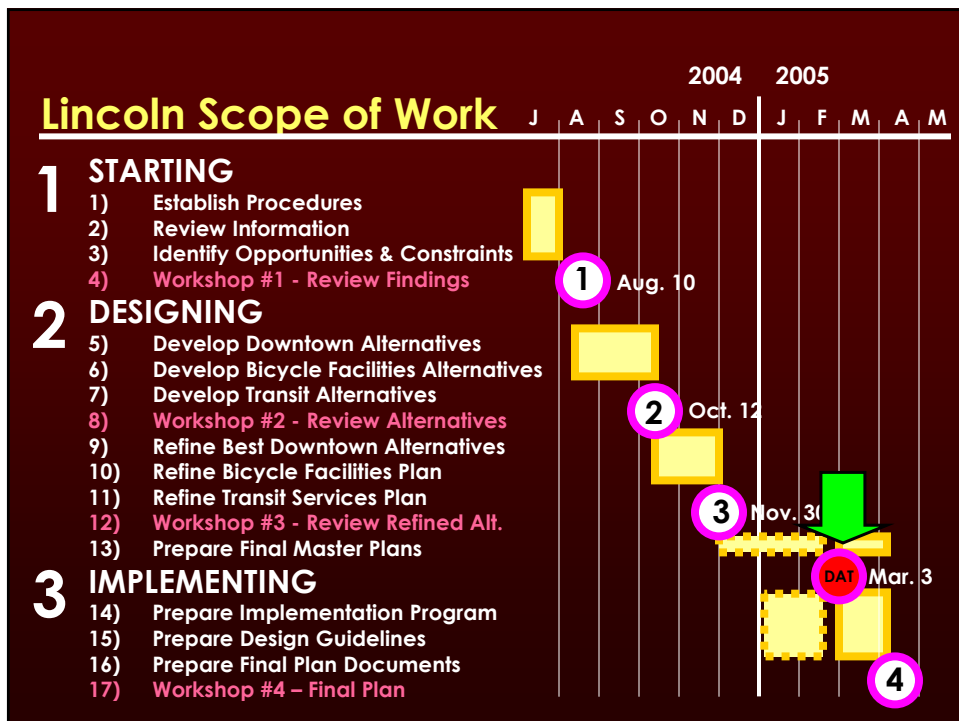
Agenda

Part 1 – Presentation

- 1) Background
- 2) Meeting #3 – The Public's Response
- 3) Items Requiring Refinement
- 4) Final Products
- 5) Next Steps

Part 2 – Discussion

- 1) Retail Possibilities
- 2) Your Other Issues
- 3) Final Products
- 4) Next Steps





"Urban planning should be defined as **public action (catalyst projects) that will produce a sustained and widespread private market reaction.** That is precisely what has occurred wherever urban planning has been successful."

Excerpted from:
**The American City:
What Works, What Doesn't**
by Alexander Garvin



Findings

- High amenity cities will thrive; low amenity cities will decay
- Quality of life is a critical factor in city growth
- Cities must cater to the needs of their residents
- Attracting investment is essential for city growth

Cities of the Future

"Consumer City"
Edward L. Glaeser, Jed Kolko and Albert Saiz
Harvard Institute of Economic Research
July 2000

Findings

- High amenity cities have grown faster than low amenity cities
- Quality of life will get increasingly critical in attracting development
- **Cities of the future must cater to consumers**
- Attractive cities will thrive; unpleasant cities will decay

ERA - A Return to the Cities 1990 -

- Younger generation departing from the life style of their parents
- Baby boomers becoming empty nesters
- Increasing highway congestion
- Higher gasoline prices
- **Improving urban environment**



American Architectural Foundation's Documentary: *Back From the Brink*

- Portland, OR
- Chattanooga, TN
- Suisun City, CA

The Recipe for Saving Towns and Cities

THE PUBLIC

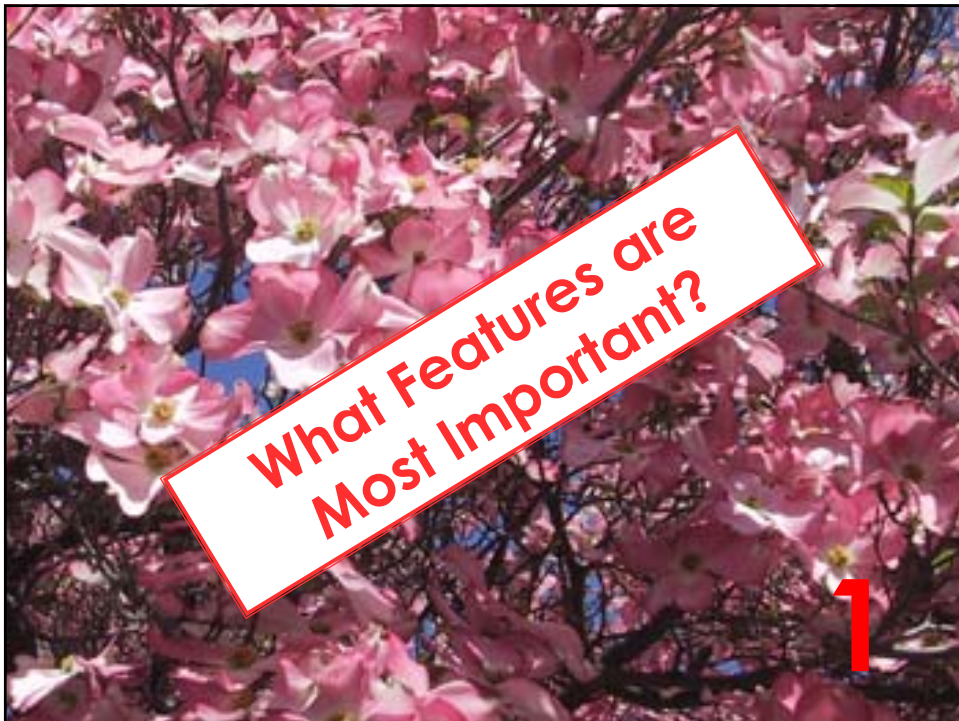
- An active committed citizenry

THE PROCESS

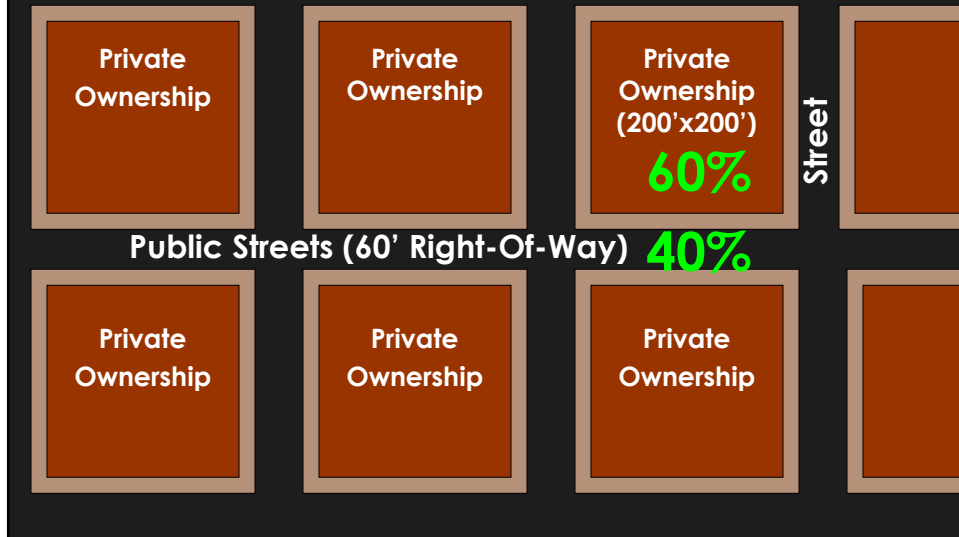
- Have a plan
- **Save downtown first**
- Save the past
- Return to the water or other natural assets
- Never forget the natural environment
- **Create a 24-hour city**
- Encourage transit
- **Make the downtown pedestrian friendly**

IMPLEMENTATION

- Risk taking political leadership
- The public sector goes first
- Establish public-private partnerships
- The government establishes rules
- Find ways to bridge bureaucratic obstacles



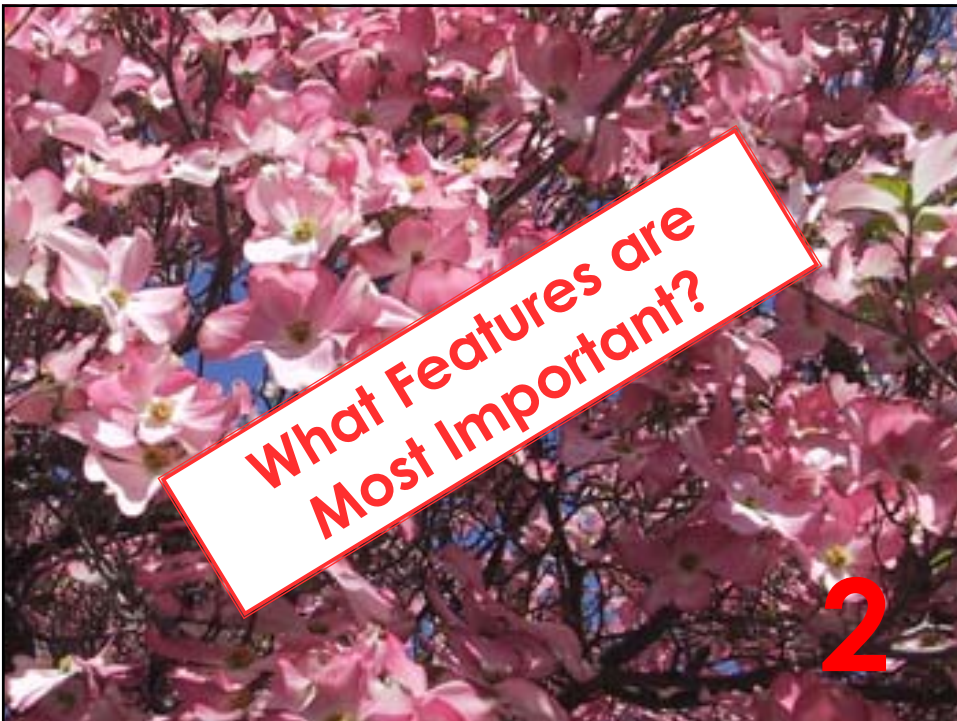
Great Streets – The Public Realm



Good Streets = Good Downtowns



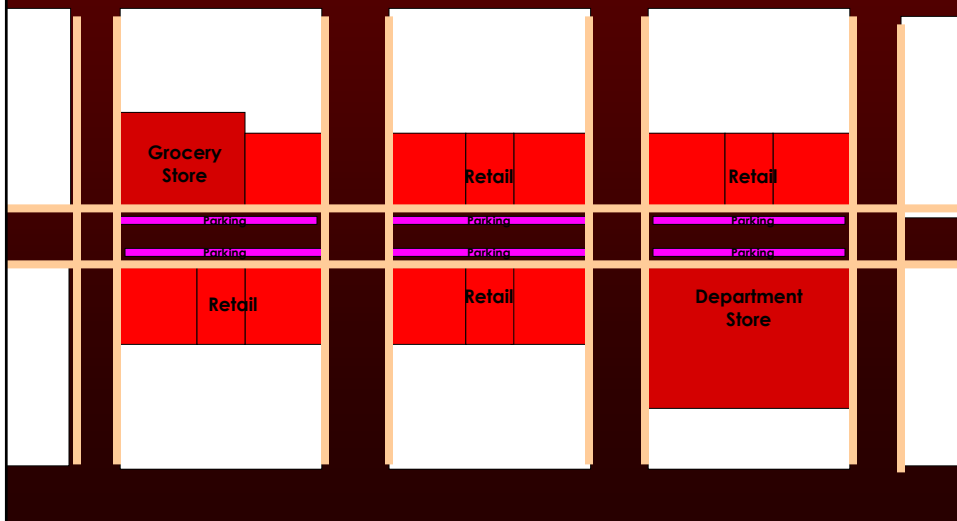
Bad Streets = Bad Downtowns

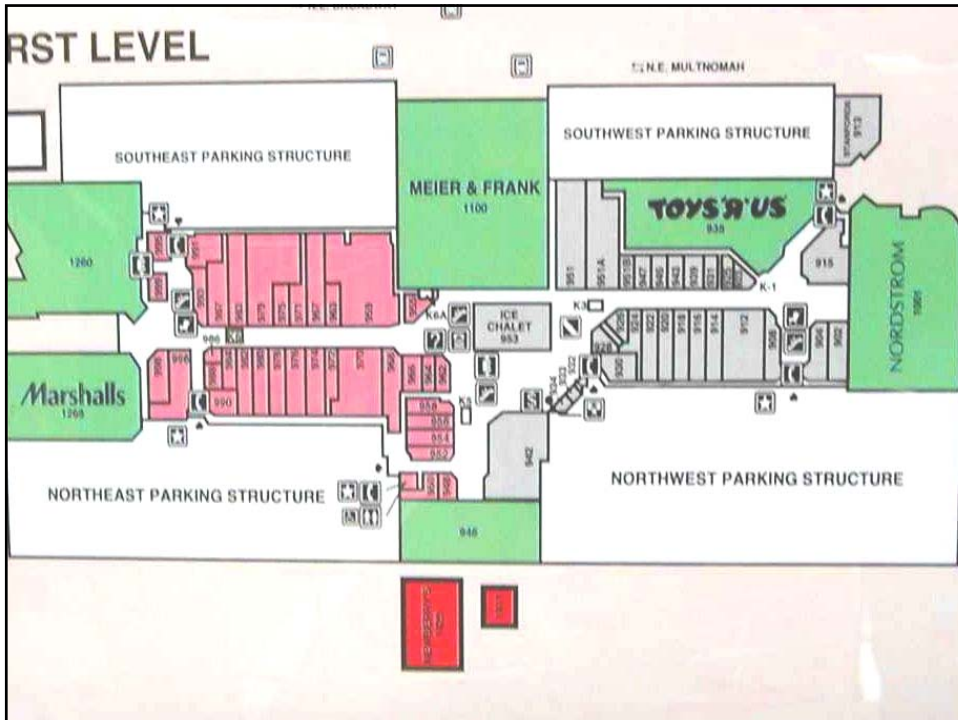


Great Retail

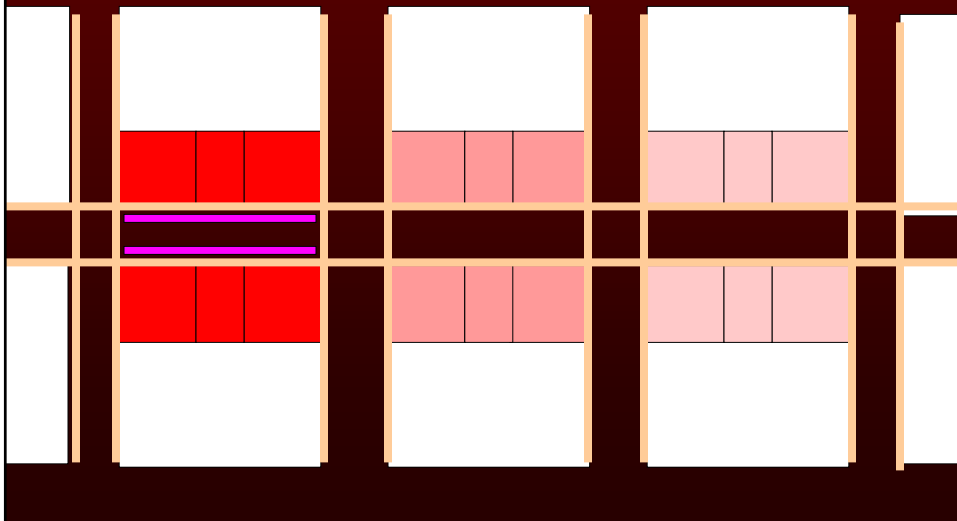


Traditional Retail Main Street

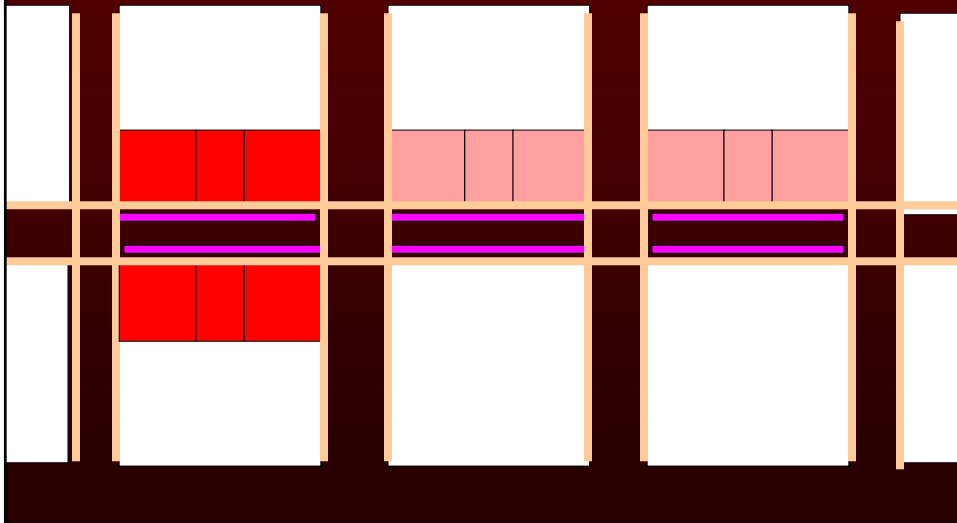




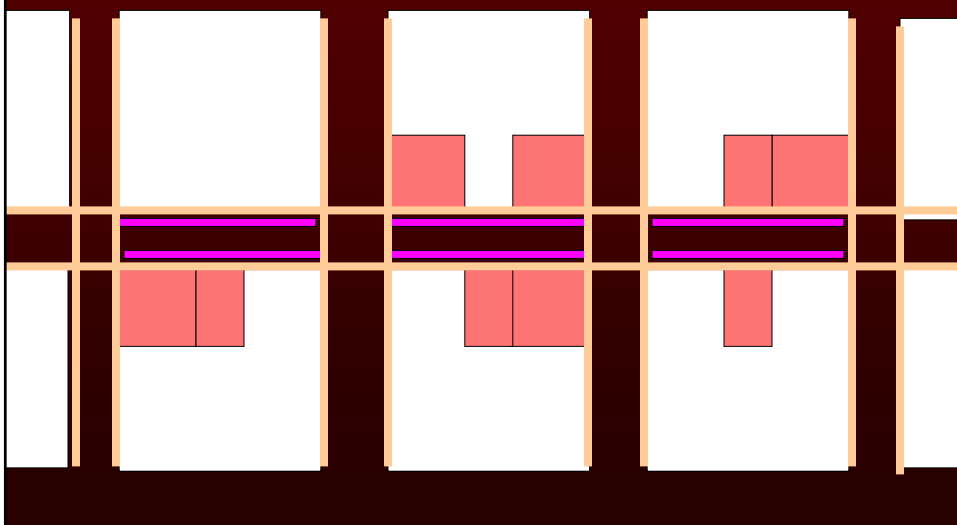
Main Street Retail Without Parking

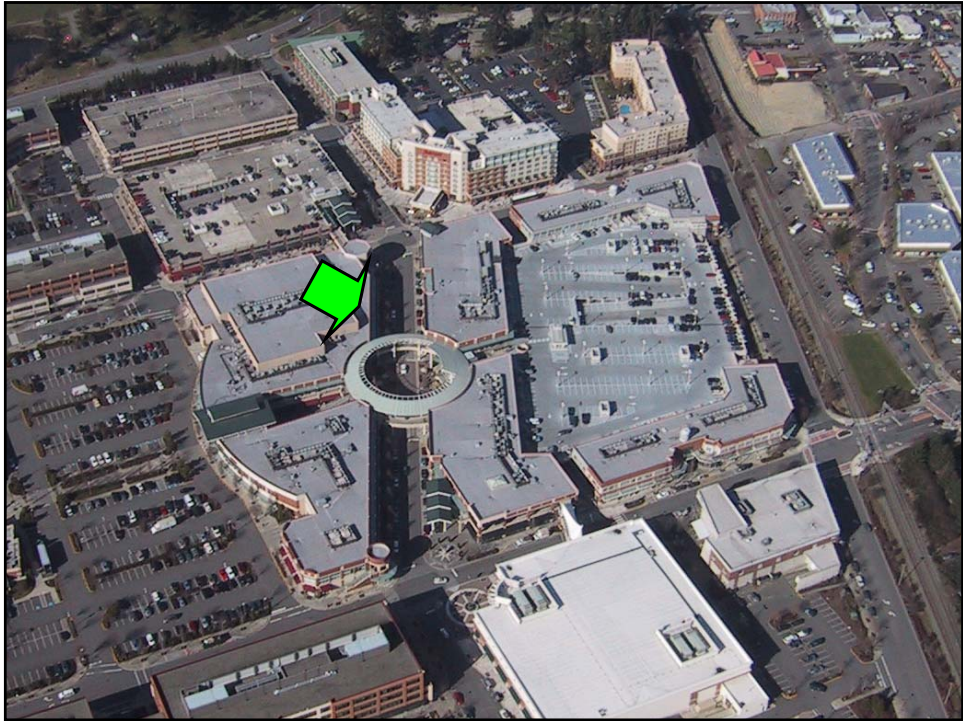


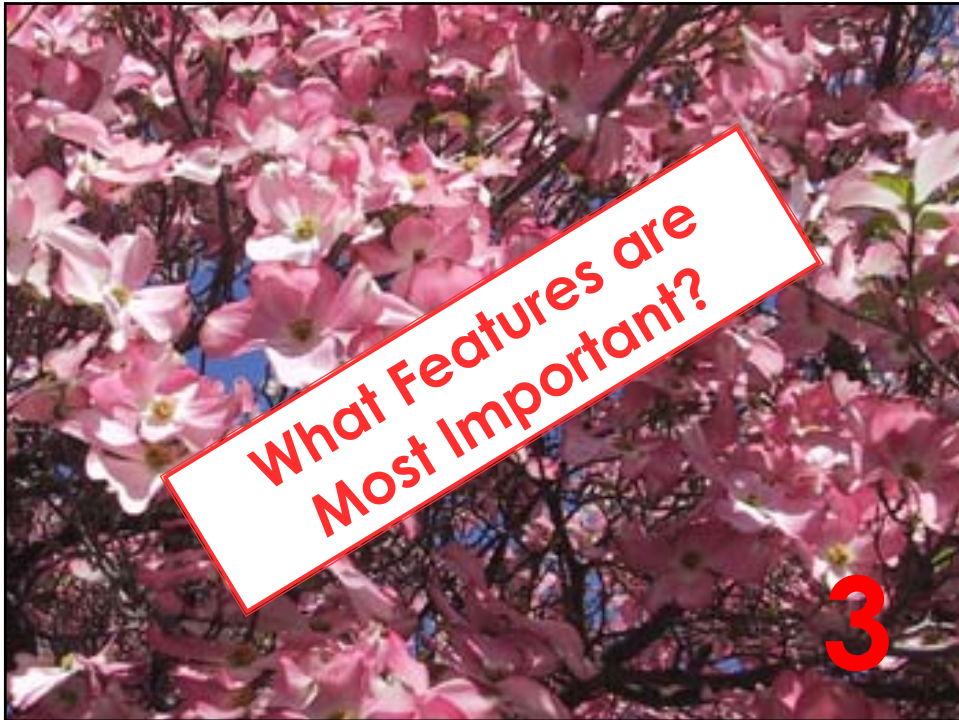
One Sided Retail



Discontinuous Retail







Shopper Friendly Parking



Good business

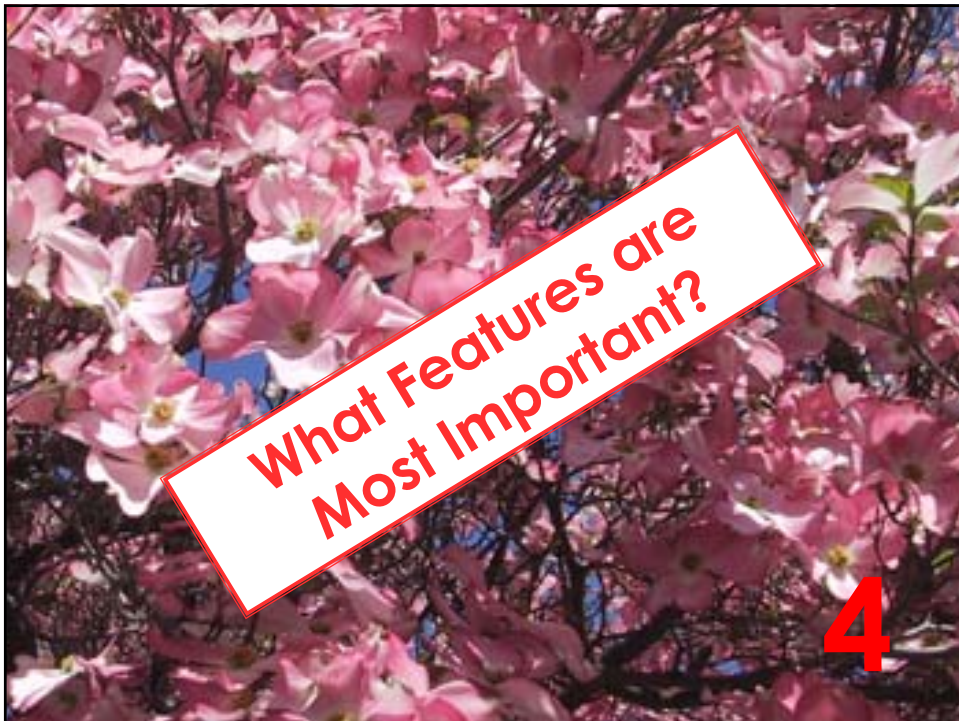
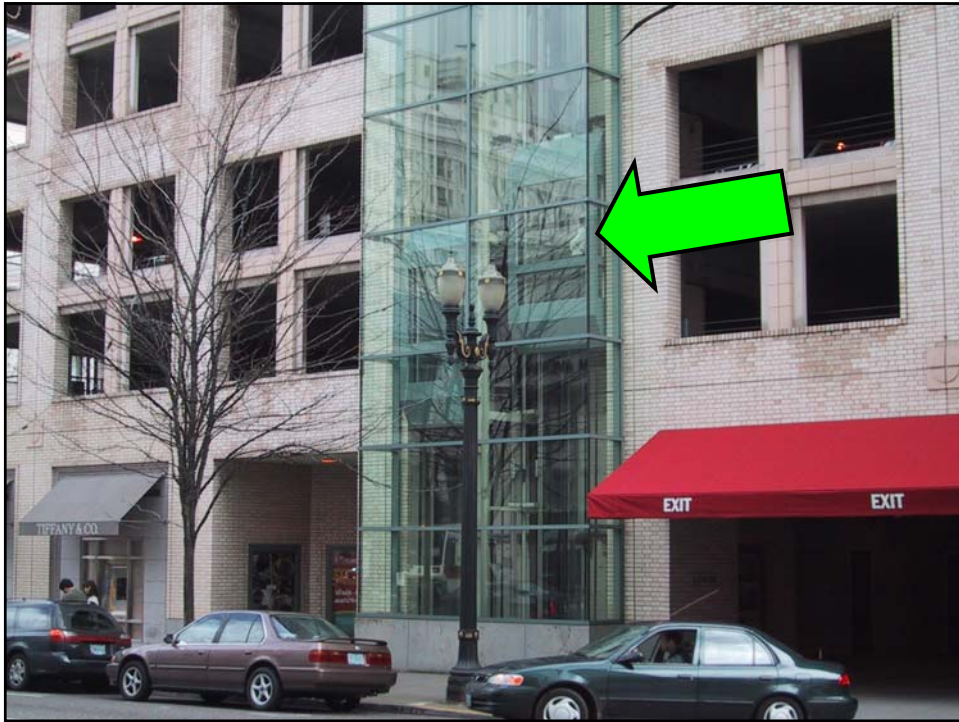
“The parking facility is the front door to your downtown. Keeping [it] attractive and convenient to the user is simply good business.”

Carl Walker, Inc.

Lasting Impressions

“Parking structures have become important elements in today’s urban environments. Owners have realized that parking services represent the first and last impression a visitor receives of a downtown, and that can be a pivotal factor when consumers decide where to do business.”

*Parking Structures: Recommended Practice
for Design and Construction*

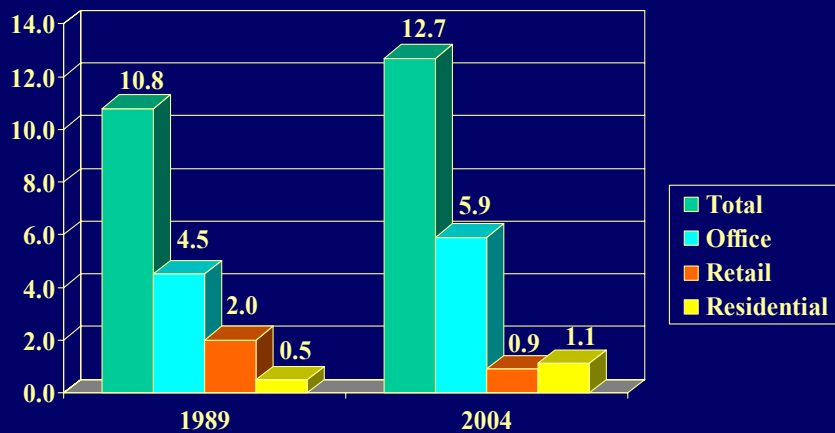


Public Squares

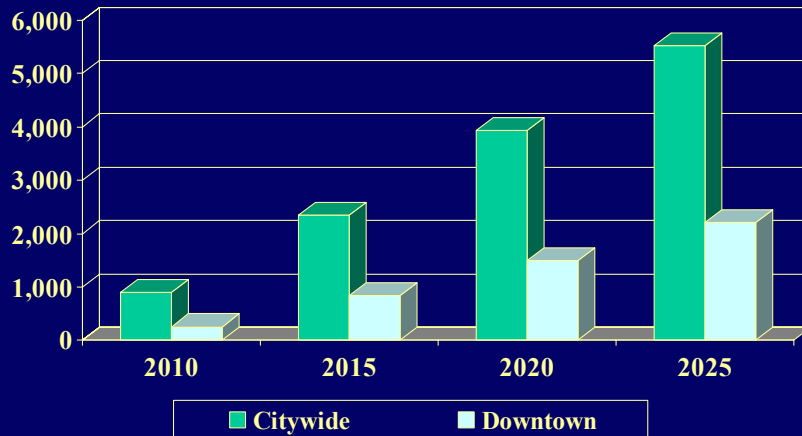




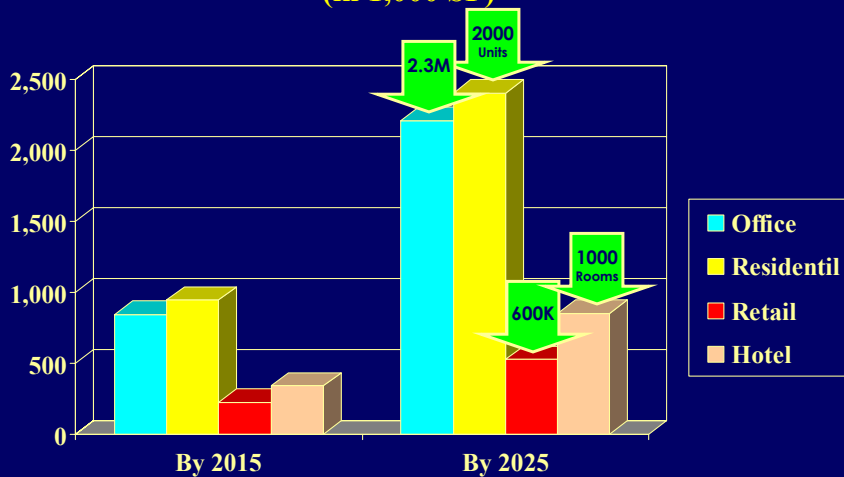
Changes in Occupied Space in Downtown Lincoln (millions SF)



Citywide and Downtown Office Demand Forecast (1,000 SF)



Growth in Overall Downtown Space Demand by 2025 (in 1,000 SF)



STRATEGIC RETAIL OPPORTUNITIES

- **Build off Haymarket Square – Restaurant & Specialty Shops along P and 8th**
- **Neighborhood Market Place (9th and N) – Serves Downtown Employees and New Neighborhood**
- **Town Center – New Anchors and Smaller Street-front Shops**

How Much New Retail Can Be Supported ?

1) Haymarket (Restaurant & Entertainment)	150,000 S.F.
2) Neighborhood Market Place (9th & N)	100,000 S.F.
3) Retail Revitalization District (P&O Streets)	350,000 S.F.
Total	600,000 S.F.